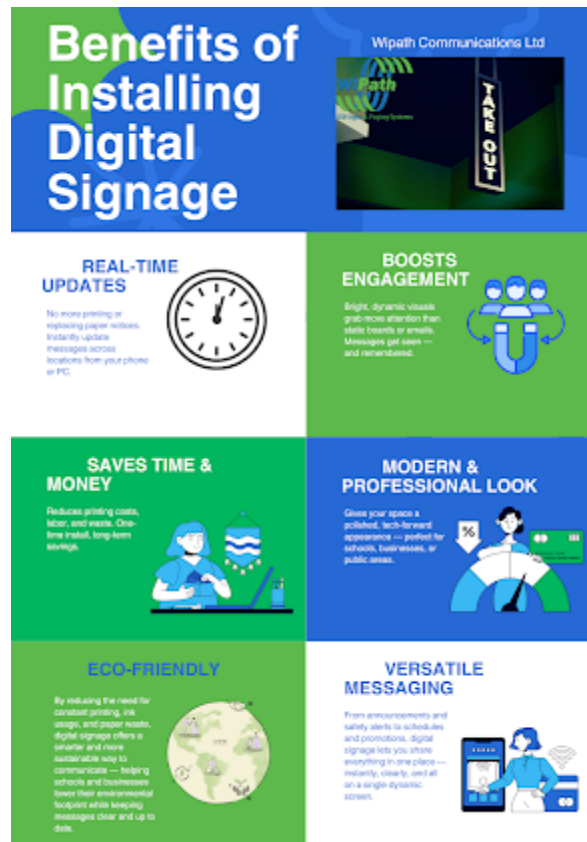


How Digital Signage Is Transforming the Retail Industry

Go to any contemporary shop and you might as well expect there is a digital sign welcoming you. Retail digital signage is no longer a luxury; it is a requirement and it can be found in digital signage solutions like an animated promotion on the storefront visual display to maybe real-time stock status inside the aisles. Unlike in the past where prices are one of the most important factors considered by the retailers, they are now competing over the experience. And intelligent, breathless sign is making a difference in making casual shoppers become loyal customers.



Digital Signage in Retail What Is Digital Signage in Retail?

Digital signage as it pertains to the retailing world is the implementation of means to display dynamic information on a screen usually an LED or an LCD with a dynamic scheme such as advertisement, product features, flash-sale and even interactive messages.

Such signs may be placed:

1. At Store Window or Door.

2. At point-of-sales (POS) to add on merchandise
3. On end caps and shelves to highlight the discounts
4. In trial rooms as a way of directing the styling or recommending the accessories
5. On the entire store to present events, brand stories or reviews

Why Digital Signage Is Going Green among the Retailers

1. Encourage Impulse buys

Eyes snatching lights that shift according to time of the day, season, or even weather? That is what helps you impulse buy in real-time.

2. Light Up Promotions On-the-spot

There is no need to print packs of posters anymore or exchange banners. It takes seconds to change signage in one store or hundreds in a flash sale, new items, or seasonal offers.

3. Stepping up The In Store Experience

Making your shop a textual place. To inform customers about their products, use digital signs to show the insiders of products, or to show customer reviews.

4. Minimize Estimated Wait Time

Have some form of signage at the queues or check out points that will entertain or inform or even cross-sell. The waiting time is lesser when shoppers are occupied.

Check out our **Electronics Led Signage** at WiPath.com

Real Use Cases in Retail

1. A **clothing store** using digital mirrors to show style suggestions.
2. A **supermarket** showcasing live discounts in the frozen section.
3. A beauty counter posting videos on makeup tutorials by the beauty counters
4. A convenience store at the gas station with loyalty application offers and packages

Why does Retail Signage Chooses WiPath?

Today, at WiPath we develop and produce digital signage systems that are retail friendly in design and fit, small stores, boutiques through to the national chains.

This is what you get:

1. Indoors or outdoor custom LED display system
2. Online/remote check control and option of updating prices, advertisements or schedules at any time
3. Stable hardware which operates continuously 24/7 and with a little use of maintenance.
4. POS- or promo-compatible integration-ready technology

WiPath assists the retailer to engage with customers at the time that counts whether it is the window display or in shelf-edge screens.

Final Thoughts

When it comes to retailing, attention is magic. There is no message simply being displayed when using digital signage, you are providing an experience. You can increase your conversions, renovate your store, or consolidate your brand in separate stores with digital signage providing you the flexibility and impact your store needs.

Are you ready to modernize your store?